INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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USDA Not Expected To Change School Lunch Purchase Plans

N.C.A. has been informed by USDA that the current corn purchase is limited to whole kernel corn in No. 10 containers because of specifications of the school lunch program.

In its discussions with government officials, the special Corn Canners Task Committee had urged that the No. 303 can size be given preference in any purchase program, and the N.C.A. has supported this effort and has called the attention of USDA to the requests received this week for inclusion of cream style corn and No. 303 cans in the current purchase.

N.C.A. has been advised that the purchase program is being undertaken with funds appropriated under Section 6 of the National School Lunch Act and the purchase is not considered a surplus removal or price support activity.

Section 6 authorizes the USDA to make centralized purchases of foods in lieu of distributing funds to the states for their use in local procurements. When such purchases are undertaken, an effort is made to meet the desires of the school lunch administrators, because the money being spent is withheld from the total federal allocation to the states as cash.

However, when the federal government donates to the schools food supplies which have been acquired through price support or surplus removal programs, the wishes of state school lunch officials are not necessarily given equal consideration.

In the present situation, local school lunch authorities are reportedly very opposed to having school lunch funds used for the purchase of commodities in small container sizes. Many of the school cafeterias and lunchrooms are

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1956 Pack of Sweet Corn

The 1956 pack of canned sweet corn totaled 42,244,516 actual cases as compared with the 1955 pack of 29,208,329 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2's the 1956 pack amounted to 35,668,000 cases, compared with 24,075,000 cases in 1955.

The totals do not include canned corn on the cob or canned succotash.

Details of the pack are reported on page 342.

50th Anniversary Banquet Planned for N.C.A. Convention

The social highlight of the 50th anniversary Convention of the N.C.A. will be a banquet Sunday night, February 17, in the Grand Ballroom of the Palmer House, Chicago.

A reception will precede the banquet. A program of professional entertainment is being arranged to pay tribute to the Association's 50 years of service and emphasizing the Convention theme of "Look to the Future."

John F. McGovern, 1949 President of the N.C.A., who is well known as a toastmaster and raconteur, will act as master of ceremonies at the banquet.

State and regional canners associations have agreed to cooperate in arranging banquet attendance, which is to be limited to members of the N.C.A. Reservation forms will be circulated in the near future.

Hudson Urges Canners To Act on Canner-Grower Programs

President William U. Hudson appeared as a feature speaker on the annual meetings this week of the Wisconsin and the Iowa-Nebraska Canners Associations at Milwaukee and Des Moines.

At the Wisconsin convention Mr. Hudson stressed the importance of understanding and cooperation between canners and growers, saying that importance of each to the other deserves a well-planned and organized program that will establish cooperation, confidence, and good will.

"Many canning firms have developed excellent grower relationship programs and work at them intelligently and energetically. Where this has been done, excellent ground work has been laid. But even more can be accomplished," he said. Mr. Hudson proposed that the national and state canning associations coordinate such programs, at national and state levels respectively, meeting with the farm organizations to do so.

The program would be accomplished largely, he said, by fieldmen of individual companies, supplemented with

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Projected Trends in Farm Output Analyzed by USDA Economists

In sizing up the production job ahead of farmers during the next 20 years, USDA economists point out that sizable adjustments may be needed to balance farm output with changing market demand.

The magnitude and nature of the job is analyzed by USDA's Agricultural Research Service, in the publication Farm Output—Past Changes and Projected Needs, USDA AIB No. 162.

There probably will be about 210 million persons in the U. S. to feed and clothe in 1975—a fourth more than the 165 million in mid-1955. Based on that and other assumptions, the USDA economists see a need for one-third more agricultural products in 1975 than in 1951-53. They say the past record of farmers would indicate that future needs can be met relatively easily.

A marked increase in the need for livestock production is the dominating feature of the future production pattern. About 45 percent more livestock production than in 1951-53 will be needed. Production of cattle and calves may need to be increased by about 50 percent, hogs about 40 percent, and sheep and lambs about 25 percent.

If there is no change in total hay and forage acreage, pasture and hay yields would need to be increased about 35 percent. Livestockmen also are expected to need more feed grains.

If projected production requirements for 1975 were met solely through increases in area of cropland,

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1956 Pack of Corn by Grade

Grade	1955	1956
	(actual cases)	
Fancy	24,387,908	35,182,708
Extra Standard	3,609,459	5,711,343
Standard	1,210,962	1,350,465
U. S. Total	29,208,329	42,244,516

1956 Pack of Corn by Can Size

Can Size	1955	1956
	(cases)	(cases)
8 oz. short and tall	2,536,177	4,236,033
No. 1 Picnic	104,959	130,410
12 oz. vacuum	7,276,687	8,292,603
No. 303 and No. 300	17,714,411	26,139,443
No. 10	1,492,994	3,395,921
Miscellaneous*	83,101	50,106
U. S. Total	29,208,329	42,244,516

* Including 24/2's.

1956 Pack of Corn by Region, State, and Style

Region and State	1955 White	1955 Golden	1956 White	1956 Golden
	(actual cases)		(actual cases)	
East:				
Maine, Vt. and N. H.	.....	561,034	.....	300,418
New York	.....	907,216	.....	1,142,968
Maryland	188,352	826,906	390,594	1,759,163
Pennsylvania	136,054	362,269	178,172	657,545
Other states	8,209	104,541	17,639	325,578
Midwest:				
Ohio	(a)	718,076	(a)	641,998
Indiana	328,291	880,407	281,509	713,472
Illinois	1,114,809	4,063,852	2,165,601	5,707,156
Wisconsin	81,533	5,482,197	241,817	10,410,097
Minnesota	265,304	7,055,922	373,064	9,277,008
Iowa	84,580	1,397,315	94,652	2,100,052
Other states	124,754	317,340	114,478	378,451
West:				
Western states	.....	4,190,368	.....	4,972,184
U. S. Total	2,331,886	26,876,443	3,857,526	38,386,990

(a) Included in other states.

1956 Pack of Corn by Color, Style, and Region

Color and Style	1956 East	1956 Midwest	1956 West	1956 Total	1955 Total
			(actual cases)		
White:					
Cream style	125,425	2,423,202	(a)	2,548,627	1,513,922
Whole kernel	460,980	847,919	(a)	1,308,899	817,964
Golden:					
Cream style	1,894,364	11,011,954	2,749,438	15,655,756	12,574,156
Whole kernel	2,291,308	18,217,180	2,222,746	22,731,234	14,302,287
Total	4,772,077	32,500,255	4,972,184	42,244,516	29,208,329

(a) White included under Golden in West.

Special Action on Corn

(Concluded from page 341)

operated with a miminum of labor, much of which is volunteer help. With this type of labor force it is difficult to handle retail container sizes. Also, school lunch officials point out that there is a major problem in the disposal of small containers.

These reasons for opposing the No. 303 can size would lose much of their force if the food were being furnished as a donation to the school lunch program rather than as a direct purchase out of school lunch funds. Whether the USDA will undertake an additional purchase program using Section 32 funds (price support-surplus removal) is still under consideration.

USDA Plentiful Foods List

In its "Food and Home Notes" for release November 7 to women's pages and women's radio and television programs, USDA gives special attention to canned corn. The release states, in part:

"The three headliners on the plentiful foods list for December are: young chickens, potatoes, and canned corn. Broilers and fryers are expected to be even more plentiful than last year when the supply was very heavy—a prospect that has encouraged some ski resorts to arrange for outdoor chicken barbecues during the winter to provide hot, hearty fare for hungry skiers to eat out of hand. Potatoes, both the Maine and Idaho types, often called 'bakers,' will be plentiful and of generally high quality. As for canned corn, this year's pack is expected to be record large. The reason: more acres planted to sweet corn for processing and more corn per acre because of favorable weather. A large share of the pack will be the yellow or 'golden' corn."

Promotion Activities

The Consumer and Trade Relations staff of the N.C.A. and their opposite numbers on the staff of the Dudley-Anderson-Yutzy organization, the public relations firm furthering the C.&T.R. program, collaborated on a press release sent to some 700 business and trade publications, which included news about the Small Business Administration's new loan action and the inclusion by USDA of canned corn on the Plentiful Foods List. The press release included considerable feature material about canned corn quality and availability.

As reported elsewhere in this issue, President Hudson, in both speech and television interview, at the Iowa-Nebraska Canners Association, and Executive Secretary Carlos Campbell, at the Wisconsin Canners Association convention dealt with the corn situation.

In preparation for Thanksgiving and Christmas food columns, the November-December Television News release was issued by DAY to 265 telecasters in 162 cities, 45 states plus Alaska, Canada, Cuba, and Hawaii; total viewing audience of 24 million persons. The release, which included recipe and photo, contained the suggestion of a quick casserole with creamed corn and diced turkey for utilization of the left-over turkey characteristic of the post period of these two holidays. Among other things, the release stated, "Canned corn, packed within hours after it leaves the cornfield, retains the same nourishment and flavor as the corn we raise in home gardens. This year, corn of especially high quality is available on grocers' shelves, at the same economical prices made possible by the speed and efficiency of the canning operation."

The Can Manufacturers Institute also reported this week major activity in the realm of canned corn promotion. Their work, like that of N.C.A.-DAY, involves continuous contact with national magazines, newspapers, Sunday supplements, syndicates and radio and TV broadcasters. C.M.I. likewise is active in the area of retail store promotions. Several of the store display materials they have developed, which are being made available to both retailers and canners, were illustrated in the November issue of the *Canned Foods Merchandiser Digest*, distributed by the Continental Can Company.

Canner and Fieldmen Schools

Following is a schedule of short courses for canners and fieldmen to be conducted cooperatively in 1957 by the state agricultural colleges and the state and regional canners associations:

California—Feb. 4-5, University of California, Davis

Illinois—Jan. 9-11, Urbana Lincoln Hotel, Urbana

Iowa-Nebraska—Feb. 26-27, Iowa State College, Ames

Michigan—Feb. 4-6, Kellogg Center, Michigan State University, East Lansing

Minnesota—Jan. 30-31, Kahler Hotel, Rochester

New York—Feb. 12-13, Agricultural Experiment Station, Geneva

Ohio—Jan. 28-29, Deshler-Hilton Hotel, Columbus

Pennsylvania—Jan. 30-Feb. 1, Nittany Lion Inn, Pennsylvania State University

Tri-State—Jan. 28-29, Rutgers University, New Brunswick, N. J.

Wisconsin—Jan. 23-24, University of Wisconsin, Madison

1954 Census of Agriculture Classifies Farms by Sales

About one-fourth (27 percent) of U. S. farms accounted for three-fourths (78.7 percent) of value of farm products sold, according to an analysis by the Bureau of the Census of information collected in its 1954 Census of Agriculture.

Total value of all farm products sold from 4,783,021 farms reporting sales was $24.8 billion of which $24.3 billion was reported by commercial farms and $505.7 million by other farms, including part-time, residential, and abnormal farms.

Commercial farms comprised 69.6 percent of all farms and accounted for 98 percent of farm products sold. The following table shows the proportion of total agricultural production coming from commercial farms of various sizes, as measured by the volume of production for sale per farm in 1954:

Gross Sales per Farm	Number of Farms	Percent of All Farms	Percent of Total Value	Value of Farm Products Sold ($1,000,000)
$25,000 and over	134,000	2.8	31.3	7,768
$10,000–$24,999	448,945	9.4	26.9	6,684
$5,000–$9,999	706,929	14.8	20.5	5,085
$2,500–$4,999	811,965	17.0	12.1	3,009
$1,200–$2,499	763,348	16.0	5.7	1,414
$250–$1,199*	462,427	9.7	1.4	350
Total	3,327,617	69.6	98.0	24,308

* With the operator working off the farm less than 100 days, and farm sales greater than other family income.

Average Prices for Peaches

Following are preliminary season average prices per ton received by growers for peaches for processing (except dried) during 1956, as reported by the Agricultural Marketing Service of USDA:

State	1955	1956
	(dollars per ton)	
Pennsylvania	74.20	62.00
Virginia	72.00	58.60
South Carolina	.....	62.50
Georgia	.....	73.00
Michigan	75.40	54.00
Oregon	(a)	(a)
Washington	56.60	70.00
California:		
clingstone	80.60	69.50
freestone	61.70	58.20
all	77.50	67.30
Average, freestone, 9 states	62.90	59.60

(a) Negligible quantities.

Poultry Used in Processing

Poultry used in canning and other processed foods in September was 27 percent less than the quantity used in September last year, according to the Agricultural Marketing Service of USDA. The quantity used totaled 11,409,000 pounds, ready-to-cook weight, compared with 15,703,000 pounds in September of 1955.

The quantity of poultry used during the first nine months of 1956 totaled 136,747,000 pounds, compared with 127,878,000 pounds used during the same period of 1955.

Mushroom Spawn Production

The Internal Revenue Service has ruled that services performed in connection with the production and sale of mushroom spawn, in one company building, constitute "agricultural labor" under Section 3121(g)(4) of the Federal Insurance Contributions Act. The ruling states that this conclusion is applicable also for purposes of the Federal Unemployment Tax Act and the collection of income tax at source on wages, under chapters 23 and 24 of the Internal Revenue Code of 1954.

The ruling is IRS Revenue Ruling 56-560 and is dated November 5.

Price Support for Corn

USDA has announced that the national average support price for 1956-crop corn produced in the commercial area will be $1.50 a bushel or 84 percent of the $1.78 per bushel parity price for corn announced September 29. The $1.50 support price is unchanged from that announced by USDA earlier.

Corn produced in noncommercial areas will be supported at a level equal to 82½ percent of the level of support to cooperators in the commercial area, as provided by law.

The price support level for 1955-crop corn was $1.58 per bushel in the commercial area, reflecting 87 percent of parity; and corn produced in the noncommercial areas was supported at 75 percent of that level, as provided by law for that crop.

Purple Plums for USDA

USDA has accepted offers of 172,350 cases of canned purple plums of the 1956 pack for distribution in the National School Lunch Program.

The purchase, announced November 8, consisted of 131,100 cases of 6/10's at an average price of $3.047 per case and 41,250 cases of 24/2½'s at an average price of $3.395 per case.

All of these prices are f.o.b. prices and are exclusive of cash discount.

Delivery will be made during the period November 19-December 17.

U. S. Grants for Waste Disposal

The U. S. Public Health Service has issued a regulation establishing criteria for the issuance of federal grants to state or municipal agencies for construction of treatment works, under the Federal Water Pollution Control Act.

Text of the criteria was published in the *Federal Register* of November 8.

Room Reservations for 1957 Convention

Members who desire rooms at the 1957 Convention are urged to complete the room request form, mailed to them two months ago, and return it promptly to N.C.A. Rooms are now being tentatively assigned.

Fish and Wildlife Service Reorganized by Interior Dept.

The reorganization of the Fish and Wildlife Service, as provided for in the recently-enacted Fish and Wildlife Act of 1956, was ordered into effect November 6 by the Secretary of the Interior.

The law and the reorganization order separate the FAWS into a Bureau of Commercial Fisheries and a Bureau of Sport Fisheries and Wildlife. Both will be administered by a Commissioner of Fish and Wildlife under the supervision of an Assistant Secretary of the Interior for Fish and Wildlife.

The creation of the sub-Cabinet post and establishment of the separate components for commercial fisheries and sport fisheries and wildlife are regarded as giving new stature to federal activities in these fields.

The two new positions created by the reorganization have not been filled. Both the Assistant Secretary and the Commissioner are to be appointed by the President with the consent of the Senate.

Meantime, the Secretary of the Interior, Fred A. Seaton, appointed Arnie J. Suomela as Acting Director of the Bureau of Commercial Fisheries and John L. Farley as Acting Director of the Bureau of Sport Fisheries and Wildlife. Mr. Farley has been Director and Mr. Suomela Associate Director of the FAWS.

The reorganization is the first major action of this nature since 1940, when the Bureau of Biological Survey and the Bureau of Fisheries were combined to form the Fish and Wildlife Service.

Following is the text of the Interior Department order for reorganization, as published in the *Federal Register* of November 6:

DEPARTMENT OF THE INTERIOR

UNITED STATES FISH AND WILDLIFE SERVICE

REORGANIZATION OF FISH AND WILDLIFE ACTIVITIES, GENERAL PROCEDURES, AND EFFECTIVE DATE OF ESTABLISHMENT

In accordance with the authority vested in the Secretary of the Interior pursuant to section 3, subsection (f) of the Fish and Wildlife Act of 1956 (70 Stat. 1119), the reorganization prescribed by such Act is hereby declared to be effective as of the close of business November 5, 1956.

The United States Fish and Wildlife Service, as prescribed by such Act, consists of a "Bureau of Commercial Fisheries" and a "Bureau of Sport Fisheries and Wildlife." The United States Fish and Wildlife Service succeeds to and replaces the Fish and Wildlife Service of the Department of the Interior.

The functions of the United States Fish and Wildlife Service will be administered under the supervision of the Commissioner of Fish and Wildlife, who will be subject to the supervision of the Assistant Secretary for Fish and Wildlife.

The Bureau of Commercial Fisheries, under a Director, will be responsible for matters relating primarily to commercial fisheries, whales, seals, and sea-lions, and related matters. The Bureau of Sport Fisheries and Wildlife, under a Director, will be responsible for matters relating primarily to migratory birds, game management, wildlife refuges, sport fisheries, sea mammals (except whales, seals and sea-lions), and related matters. Until the positions of Assistant Secretary for Fish and Wildlife and Commissioner of Fish and Wildlife are filled, the Directors will report directly to the Secretary.

All funds, positions, personnel, records, and other properties of, or assigned to, the Fish and Wildlife Service are transferred to the United States Fish and Wildlife Service, effective as of the time of its establishment, and the positions so transferred shall be positions in the United States Fish and Wildlife Service. Until further notice, each officer or employee is directed to continue to discharge the duties of, and is empowered to continue to exercise the authority previously vested in, such person or in the transferred position which he may hold.

The authority now vested in the Director, Fish and Wildlife Service, expressly, or as the head of a bureau, is hereby and until further notice delegated severally to the Director, Bureau of Commercial Fisheries and the Director, Bureau of Sport Fisheries and Wildlife to the extent that such authority relates to any matter which is the responsibility of the bureau, including any administrative matter. Such authority may not be redelegated.

Section 3, subsection (e) of the Fish and Wildlife Act of 1956, provides: "Except as changed by the terms of this Act or by subsequent laws or regulations, all laws and regulations now in effect relating to matters heretofore administered by the Department of the Interior through the Fish and Wildlife Service as heretofore existing, shall remain in effect."

FRED A. SEATON,
Secretary of the Interior.
NOVEMBER 3, 1956.

Tariff and Trade Study

The special House subcommittee investigating customs, tariffs, and reciprocal trade agreements program has been divided into groups. The groups are to continue their studies abroad, one group in Japan and the other in Western Europe.

The overseas studies are designed to supplement the hearings which were held from September 17 through October 2, at which more than 100 organizations and individuals expressed their views on United States foreign trade programs, and to provide additional information for the subcommittee study.

The Far Eastern group, headed by Representative Boggs (La.) and also including Representatives Sadlak (Conn.) and Byrnes (Wis.), left the U. S. November 7, and will spend three days in Japan December 4-5-6, where it will make a detailed study of Japanese-American trade matters.

The European group, composed of Representatives Harrison (Va.), McCarthy (Minn.), Machrowicz (Mich.), and Curtis (Mo.), will open its work in Rome November 26 and proceed to France, United Kingdom, Belgium and Holland, Denmark and the Federal Republic of Germany.

Both groups will return to the United States in mid-December and will complete the report for Congress immediately. This is the first time that a subcommittee of the House Ways and Means Committee, which has legislative responsibility for customs, tariffs and trade agreements legislation, has undertaken an on-the-spot overseas study of the effect of these programs and the manner in which they are being administered.

Canned Foods Variety

In a recent program over New York City's radio station WOR, the McCanns at Home stressed the tremendous growth in the variety of consumer food items. The statement was made that about one-third of items in today's grocery basket did not exist 20 years ago. Many new developments in processed foods were mentioned and the point was stressed that "when you buy food today, you buy service with it, so-called built-in maid service. And even if you pay a bit for this service, I'm sure you'll all agree that it's worth it."

The broadcast mentioned the 1500 percent increase in canned baby foods since prewar, and the sizable gains in canned fruits and juices and meats.

"There are new items in the market all the time, and there are few homemakers, I believe, who would care to go back to the prewar period when the development of convenient foods was in its infancy."

Florida Canners Association

E. C. Busbee of the B. & W. Canning Co., Inc., Groveland, was elected president of the Florida Canners Association at the group's 25th annual convention recently. Other officers elected were:

Lawrence E. Mershon, Fosgate Citrus Products Concentrate Cooperative, Orlando, first vice president; Frank J. Poitras, Plymouth Citrus Products Cooperative, Plymouth, second vice president; Jerry Brown, Florida Food Products, Inc., Eustis, treasurer; and C. C. Rathbun, Winter Haven, reelected executive secretary.

National Pickle Packers Assn.

Harry Tuttle of the M. A. Gedney Co., Minneapolis, was reelected president of the National Pickle Packers Association at the group's annual meeting recently. Other officers elected were:

W. E. Dailey, Jr., Dailey Pickle & Canning Co., Saginaw, Mich., reelected vice president; Leon S. Glaser, of Glaser, Crandell Co., Chicago, treasurer; and W. R. Moore, Oak Park, Ill., reelected secretary-treasurer.

N.C.A. at State Meetings

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grower meetings and regularly published news letters. Areas in which canners and growers have a common interest should first be determined, and programs laid out within that sphere, he asserted. "We must be realistic and recognize that we are interested in maintaining a free competitive system. Therefore, we should not tamper with areas in which we do not have a common interest.

"To carry out this program effectively, we must see that our own house is in order and that we recognize grower problems and have a sympathetic understanding of them. It seems wrong to merely figure out what we can sell our product for, deduct what our suppliers and labor charge and then give the grower what is left. And wrong also if we always pay him the minimum amount that will get by. We should always sell the grower on the idea that we are both parts of the same venture; he doing the growing and we the manufacturing and selling. We need to create in his mind the feeling of 'belonging' to a common enterprise, rather than an arm's length buyer and seller relationship," Mr. Hudson stated.

The Information Division prepared and issued newspaper and radio-TV releases covering highlights of Mr. Hudson's remarks to 119 Wisconsin newspapers, 90 radio-TV news directors in Wisconsin, the canning trade journals, and national, state and local wire services.

Another feature of the Wisconsin program was the presentation of the award to the Wisconsin winner of the canning crops Farm Youth Contest. This is the project initiated last year by N.C.A. in cooperation with the National Junior Vegetable Growers Association.

The Consumer and Trade Relations Program N.C.A. also received attention on the second day of the Wisconsin convention. The new industry film, "The Three Squares," was shown, with introductory remarks about the film and the over-all C.&T.R. program by Norman Sorensen, chairman of this Committee. This was followed by a showing of a film strip depicting C.&T.R. activities and a talk by Executive Secretary Carlos Campbell covering the manner in which these promotion activities are coordinated.

Another speaker at the Wisconsin convention was Wendell B. Barnes, Administrator of the Small Business Administration, who included in his remarks comment about the N.C.A. sponsorship of canned corn promotions and the loan action taken by SBA (see INFORMATION LETTER of November 3).

C & TR Program Described

President Hudson's address at the Iowa-Nebraska convention was wholly devoted to a description of the aims and details of the operation of the N.C.A. Consumer and Trade Relations Program.

He reviewed past activities and reported on current projects in the two areas of promotion—to the consumer and to the trade. His concluding remarks were "The N.C.A. Program of Consumer and Trade Relations is a combined effort to *sell more foods that won't come back, to more customers who will.* We feel that, in conjunction with these publicity and promotion efforts, the best contribution the individual canner can make to the success of this promotion is to ensure that each can he packs performs as a salesman for the next one."

The Information Division prepared and issued press and radio-TV releases on highlights of Mr. Hudson's address to 158 Iowa newspapers, 70 Nebraska newspapers, 68 radio-TV news directors in Iowa, 31 in Nebraska, the national wire services, and the canning trade journals.

Another feature of the Iowa-Nebraska program was a public viewing in the meeting of an interview between Mr. Hudson and Herb Plambeck, the well-known telecaster, which went out over station WHO-TV. Using a script outline prepared by the Information Division the dialog between Mr. Hudson and Mr. Plambeck dealt with the importance of canned foods, and particularly of canned corn, to the Iowa-Nebraska area, and with the many contributions of the industry and its products to variety, quality, convenience, for the consumer along with the industry's contribution to farmers in terms of research and harvesting equipment.

Later that afternoon the Iowa-Nebraska canners were treated to a showing of "The Three Squares."

N.C.A. Movie Shown

Additional showings of the new industry film, "The Three Squares," produced under the current N.C.A. Consumer and Trade Relations Program, have been reported this week.

The Research and Development personnel of the Continental Can Company, Inc. in Chicago, saw the film twice, on September 28 and October 1.

The Consumer and Trade Relations film "The Three Squares" was given two showings in Chicago—to a group of about 50 sales staff members of the White Cap Company on October 26, and to about 75 from White Cap's general office on November 1. John C. Swift, general sales manager, reported that the viewers were enthusiastic about the film from both an educational and production standpoint.

As reported elsewhere in this issue, there were public showings November 7 before an audience of approximately 600 attending the annual convention of the Wisconsin Canners Association in Milwaukee, and before approximately 175 in the audience at the Iowa-Nebraska Canners Association convention in Des Moines, November 9.

Forthcoming Meetings

Nov. 12-14—Grocery Manufacturers of America, Annual Convention, Waldorf-Astoria Hotel, New York

Nov. 14-16—Indiana Canners Association, Fall Convention, French Lick Sheraton Hotel, French Lick Springs

Nov. 18-19—Pennsylvania Canners Association, 42d Annual Convention, Yorktowne Hotel, York

Nov. 26-27—Ohio Canners Association, Annual Convention, Hotel Carter, Cleveland

Nov. 27—NATIONAL CANNERS ASSOCIATION, Advisory Board to the Northwest Branch, Annual Meeting, together with Association of Pacific Fisheries, 43rd Annual Convention, Washington Athletic Club, Seattle.

Nov. 29—Maine Sardine Packers Association, Fall Meeting, Penobscot Hotel, Bangor

Nov. 29-30—Georgia Canners Association, Annual Convention, Dinkler-Plaza Hotel, Atlanta

Nov. 29-30—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Dec. 3-4—Minnesota Canners and Freezers Association, 50th Annual Convention, Hotel Radisson, Minneapolis

Dec. 6-7—Tri-State Packers Association, Annual Convention, Haddon Hall, Atlantic City, N. J.

Dec. 11—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

Dec. 13-14—New York State Canners and Freezers Association, 71st Annual Convention, Hotel Statler, Buffalo

Jan. 6-10—National Frozen Food Convention, Fontainebleau Hotel, Miami Beach, Fla.

Jan. 9-11—Illinois Canners Association, Canners School, Urbana Lincoln Hotel, Urbana

Jan. 23-24—Wisconsin Canners Association, Raw Products Conference, University of Wisconsin, Madison

Jan. 24-25—Canners League of California, 34th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 27-30—Northwest Canners and Freezers Association, Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 28-29—Tri-State Packers Association, Fieldmen's School, Rutgers University, New Brunswick, N. J.

Jan. 28-30—Canadian Food Processors Association, 10th Annual Convention, Seigniory Club, Montebello, P. Q.

Jan. 30-31—Minnesota Canners and Freezers Association, 10th Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

Jan. 30-Feb. 1—Pennsylvania Canners Association, 12th Annual Fieldmen's Conference, Pennsylvania State University, University Park

Feb. 4-5—Canners League of California, 3d Annual Conference for Processors' Fieldmen, Davis

Feb. 4-6—Michigan Canners and Freezers Association, Canners School, Michigan State University, East Lansing

Feb. 12-13—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 18-19—NATIONAL CANNERS ASSOCIATION, 50th Annual Convention, together with C.M.&S.A. and N.F.B.A., Chicago

Feb. 26-27—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames

March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia

March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago

March 20-21—Wisconsin Canners Association, Spring Meeting, Madison

March 22-23—Utah Canners Association, 45th Annual Convention, Hotel Utah, Salt Lake City

March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 28-29—Southwest Canners Association, Annual Meeting, Dallas, Texas

April 18-19—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

Projected Trends in Farm Output

(Concluded from page 341)

an additional 150 million acres would be needed. But trends during the last 15 years indicate that only about 25 million additional acres might be put to use. That means five-sixths of the job would have to be done by increasing yields, or by other advances in technology. However, increased efficency in use of livestock feed could reduce substantially the cropland requirements, since present feeds and feeding rates were assumed in making the projection of needs.

The USDA economists say trends suggest that crop production should be increased by a fourth above the 1951-53 level to meet the needs of an expanded population 20 years from now. A 40 percent increase in truck crops is seen, with almost the same increase expected for tobacco. Requirements for fruits and nuts may increase a third or more.

Compared with 1951-53, only moderate increases in production of cotton and potatoes are called for by 1975. There may be less need for wheat and rice.

To meet projected needs for dairy products two decades from now, milk production would need to be increased by a third above 1951-53 output. Outturn of poultry products would need to be upped by one-half.

The projections in the USDA study are not forecasts; they indicate expected trends. They assume a growing economy with no major wars or economic depressions. The economists point out that changes in technology and economic forces not now on the horizon could alter the economic outlook. For that reason, current appraisals of future farm production needs may easily become outdated.

The farmer has a big job ahead of him, USDA reports, but it does not appear so large if compared with the remarkable rise in farm output in recent years. The economists conclude in their study that the question is chiefly one of "how" rather than "whether" farm production needs of 1975 can be met.

FDA Standards Proposed For Fresh Orange Juice

Notice is given in the *Federal Register* of November 6 that the Food and Drug Administration proposes to adopt definitions and standards of identity for orange juice, fresh orange juice; stabilized orange juice, processed orange juice; and reconstituted orange juice.

The FDA proposal is based on a petition by Kraft Foods Company of Chicago for the adoption of definitions and standards of identity for these products. The proposal indicates that none of the products is sterilized by the use of heat so as to prevent spoilage.

Views and comments on the proposed standards may be submitted in writing to the FDA within 30 days.

Railroad Freight Rates

Eastern and Western railroads petitioned the Interstate Commerce Commission on November 6 for an immediate emergency increase in freight rates of 7 percent.

The railroads propose a maximum increase of 8¼ cents a pound on fresh fruits and vegetables.

The proposed increase is in addition to the request for a 15 percent rate increase which was filed last month (see INFORMATION LETTER of October 13, page 322).

Shipments of Metal Cans

Shipments of metal cans for all categories of canned foods during the first nine months of 1956 exceed the volume shipped during the same period of 1955, according to a report by the Bureau of the Census.

Shipments of cans for fruit and vegetable products during the first nine months of this year total about 12 percent more than shipments during the same period last year. Shipments of cans for meat and poultry products are also up 12 percent over the first three quarters of last year, and shipments of cans for fish and sea food are up 11½ percent.

	Jan.-Sept. 1955	Jan.-Sept. 1956
	(short tons of steel)	
Fruit and vegetable (including juice)	1,166,823	1,303,083
Meat (including poultry)	94,511	110,332
Fish and sea food	74,548	86,019

Shipments of Glass Containers

Shipments of glass containers for food during the first nine months of 1956 exceed the volume shipped during the same period of 1955, according to a report by the Bureau of the Census.

Shipments of wide-mouth food containers during the first nine months of this year total about 2 percent more than shipments during the same period last year, while shipments of narrow-neck containers for food are up 6 percent over the same period last year.

	Jan.-Sept. 1955	1956
	(thousands of gross)	
Wide-mouth food (including fruit jars and jelly glasses)..	27,532	28,114
Narrow-neck food.....	10,984	11,671

Everywoman's Magazine

The cover of the October issue of *Everywoman's* magazine shows a homemaker with a shopper's cart filled with canned and bottled foods. It announces food editor Ann Williams-Heller's "Emergency Cookbook" section. The author, cooperating with the Federal Civil Defense Administration, tells how to be prepared for food emergencies caused by fires, floods, hurricanes or other disasters.

The section consists of five articles. The first, entitled "Don't Run Out of Staples!", suggests a twin food shelf for the home. The shelves, stocked with staples and canned foods, is shown in a full-page color photograph. Miss Williams-Heller says, "It works very simply and easily; economically, too. Just keep 'two of everything' on the shelf and keep replacing any used-up articles as soon as you've taken them off the shelf. In replacing the missing 'twin,' be sure to put the one on the shelf in front and the new one at the back. By following this simple plan, your self-invited cooking emergencies belong to the past."

The second article, "When Disaster Strikes!", presents a pantry shelf supplied for an emergency. It is the "Suggested List of Foods Desirable for Survival Storage" of FCDA. The shelf, shown in color, consists of "nonperishable foods in amounts large enough to feed a family of four." Listed under the supplies that are recommended for an emergency home food shelf are canned juices, fruits, vegetables, soups, meats and fish, and baby foods.

In the next three articles recipes are given using foods from the emergency shelf. They are planned so that hot foods may be served without electricity, with no water supply, and foods to serve with no heat of any kind. Foods are pictured in color with each article. There are 125 uses of canned foods in recipes in the section.

Everywoman's is sold in food stores and has a circulation of approximately 1¾ million.

American Home

Two articles featuring canned foods appear in the November issue of *American Home* magazine.

In the first, "Take a Can of Pumpkin," food director June Towne introduces five pumpkin recipes by saying: "Probably no other dessert is so symbolic of Thanksgiving as is pumpkin pie. And pumpkin might have found its way into many another dish if housewives down through the years had only been able to hatchet apart that beautiful gourdlike fruit a bit more readily.

"But nowadays, thanks to the canners, pumpkin comes to us all cut up, peeled, cooked and in a can . . . and at a price that makes it one of the lowest-cost ingredients that we can buy. So let's not have it in 'just pie' at Thanksgiving. Let's use pumpkin to give new appeal to other courses. Of course we're not ignoring pie—we're giving it a new look." Colorful photographs show the recipes ready to serve.

The second article, "Chip off the Beef," suggests ten ideas for serving dried beef. It begins, "Chipped beef, dried beef, smoked beef—by any name, those wafer-thin slices of smoky goodness are wonderfully tasty, economical, and versatile. It's easy to keep several jars on the shelf, ready for emergency use."

Capper's Farmer

In the November issue of *Capper's Farmer* magazine, the article entitled "Pumpkin Party Fare" features canned pumpkin in recipes for a pie, tarts, cake, doughnuts, and pudding.

"Speed Up An Old-Time Menu" by Faye Converse Belden, food editor, says, "Thanksgiving dinner—ready in record time with mixes and canned, frozen, and fix-ahead foods!" The traditional Thanksgiving menu includes recipes using canned green beans, sweet potatoes, and pineapple.

40th Birthday of Self-Service

The N.C.A. is observing the 40th anniversary of food retailing in self-service stores by means of a press release accompanied by a photo and caption, sent to 100 leading metropolitan newspapers. Copies of the press release have gone out to 500 dailies in large and medium size cities. Total circulation of the entire group comes to around 36 million readers.

The 40th anniversary of self-service celebration is being celebrated by the National Association of Food Chains whose publicity and promotion campaigns were launched this week.

The N.C.A. press release on this subject, prepared by Dudley-Anderson-Yutzy, the Association's public relations counsel, pointed out that when self-service was introduced in 1916 not many foods were in consumer size packages. But canned foods were a striking exception to this rule, and were therefore an immediate helping hand to the idea of self-service in retail stores.

The article goes on to point up benefits the canning industry has derived from self-service techniques. The accompanying illustration was a striking close-up photograph of a massive shelf display of canned foods as now displayed in the self-service chain stores, with stress on the more than 500 different items now available in such packages.

Spinach Immune to Mildew

Califlay, a new variety of spinach that is immune from downy mildew—blue mold—has been developed at the University of California, Davis.

Califlay was derived from Viroflay, the most important commercial variety in California, but has a slightly darker color, is a little more prostrate, and has center leaves which are somewhat more wrinkled. It produces seedstalks two to three days earlier than Viroflay. Yield data obtained near Davis and near Salinas revealed no difference in yielding ability between Califlay and Viroflay. The new variety is intended for use where the Viroflay variety is adapted.

Control of downy mildew on spinach by sprays has not been possible because the complete coverage needed on all leaf surfaces is prevented by the dense prostrate growth, and a search for resistance, which appeared to be the only method of control, was begun in 1946.

Orange Fruit Size and Yield in Relation to Temperature

As part of their studies of factors affecting orange fruit size at the Citrus Experiment Station, Riverside, California, a study has been made of mean monthly temperatures in several areas over a period of years as they influence fruit size. The conclusions reached were reported by the Experiment Station as follows:

"A statistical study using Fisher's polynomial technique was made of the effect of temperature on the size and yield of Valencia and navel oranges in an orchard in the Redlands area of southern California. Orange size and yield data for a 31-year period were expressed as a continuous function of mean monthly temperature departures for a period of 20 months. Residuals from secular trends of size and yield were used in the analysis.

"For both Valencia and navel oranges there was indication of a decrease in fruit size with increasing tree age. There was also indication of a gradual yield increase with increasing tree age, to a peak that was followed by a downward trend in yield. For Valencia orange trees the peak occurred at approximately 30 years of age; for navels the peak occurred at approximately 35 years of age.

"Regressions of size and yield of Valencia and navel oranges on mean monthly temperatures were computed. Only the size regressions showed indications of signficance. Warmer-than-average fall and winter temperatures are indicated as being particularly effective in increasing orange sizes of both Valencia and navels. However, this study suggests that spring and summer temperature effects may differ for the two varieties. Cooler-than-average temperatures during spring and summer appear to favor larger sizes for Valencias, whereas warmer-than-average temperatures during the entire period after bloom through the following winter appear to favor larger sizes for navel oranges. The alignment of orange fruit sizes with temperature anomalies supports these findings. Possible explanations are presented to account for the differential temperature responses of Valencia and navel oranges.

"Although the statistical tests of the relationships between orange fruit size and temperature were not highly significant, they were high enough to support the relationships found. It is recognized that mean monthly temperatures may be positively correlated with another element or elements of weather which cause yearly fluctuations in orange fruit sizes. Further studies are needed to confirm these findings and to determine the effect of other meteorological elements on the orange crop."

USDA Advisory Group Urges Food and Nutrition Research

More basic studies on food composition—to help producers, processors, retailers and consumers make the best use of foods—were urged by the USDA's Food and Nutrition Research Advisory Committee at its meeting in Washington October 29-31.

The 11-member committee, composed of food and nutrition specialists, called for a broad, well-balanced research program in the field of food. High on the priority list was a recommendation for expanding studies on the composition of fats and their role in human nutrition.

The committee urged that research into the nature of foods should be intensified, and called for studies aimed at improving food composition tables. The committee also suggested expansion of composition studies on carbohydrates, minerals, vitamins, and other food elements.

More work is needed to find better means of measuring the availability to the body of nutrients in foods, the committee reported. Studies on how one essential element in food may affect other elements also rated high on the priority list.

Need for better measuring methods and devices was stressed. The committee underscored the need for finding uniform ways of evaluating palatability of foods—that, for standardizing measurements of flavor, texture, and color of foods. This need has been brought clearly into focus, the committee said, by conflicting reports on the effects of pesticide residues on plants, animals, and soils.

The committee also recommended:

Development of new and improved methods and instruments for measuring quality of raw and processed farm products;

Studies on food wastes, to adjust estimates of nutritive value of national and family food supplies; and

Expanded studies on how the background of homemakers may influence their food habits. The studies would determine homemakers' knowledge of nutrition and attitudes and opinions about food and how they may be connected with age, education, position, geographic region, and other cultural factors.

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